Purely Elizabeth Meets Rapid Expansion and Scalability Goals

1WorldSync boosts Purely Elizabeth’s wellness journey through accurate product content that reduced their time to market by 75% and saved 56+ project hours.

CASE STUDY

It was a very quick and easy process from start to finish. It was the only service that I’ve worked with that did what they said they were going to do in the time they said they were going to do it—without any glitches.

Victoria Vanderyken
Sales Support Manager, Purely Elizabeth

Opportunities

• Increase efficiency and transparency of product content and digital asset management
• Meet accelerated demand for e-commerce capabilities
• Ensure product content is clear, concise, standardized and 100% compliant
• Achieve rapid growth and scalability goals

Solutions

PRODUCT PHOTOGRAPHY & IMAGERY SERVICES

1WorldSync Product Photography & Imagery services provide companies of all sizes or industry affordable, e-commerce ready product images, including 360-degree spin imagery, hero images and compliant image sets.

ITEM SETUP AUTOMATION & UPDATES

Item Setup Automation, powered by 1WorldSync Content Acceleration, is a fully managed suite of services that enables brands to create and share enriched, verified product content with trading partners for more accurate, effective e-commerce and supply chain efficiencies and accelerated speed to market.

Results

75% Reduced time to market
50% Decreased product content and shipping costs
56+ Project hours saved

About Purely Elizabeth

As a holistic nutrition counselor, Elizabeth Stein was learning about all of these incredibly powerful superfoods like quinoa, chia seeds and coconut oil and realized they weren’t being incorporated into products using innovative, nutrient-rich ingredients. In 2009, when Elizabeth introduced her 1st product line, she was at the forefront of the ancient grain and chia movement. Today, she continues to stay a step ahead of the curve, incorporating exotic ingredients like Reishi Mushroom and Pitaya to their products. The Purely Elizabeth goal is to continue to redefine the standards of packaged foods and breathe life and delicious nutrition to the center of the store.

For more information, please visit www.purelyelizabeth.com

Learn More

About 1WorldSync

1WorldSync® is the leading provider of omnichannel product content solutions, enabling more than 14,000 companies in over 80 countries to share authentic, trusted content that empowers confident commerce and intelligent consumer purchasing decisions. Through its technology platform and expert services, 1WorldSync solves revenue impacting product content challenges faced by leading brands and retailers in the CPG/retail, DIY, consumer electronics, IT, healthcare, and food service industries.